# **Startup Plan – Online Vegetable & Mushroom Store**

## 1. **Business Concept**

* **Core Idea:** Sell fresh vegetables and button mushrooms online directly to consumers (B2C) and local restaurants/hotels (B2B).
* **USP (Unique Selling Proposition):**
  + Freshness guaranteed (farm-to-home within 12–24 hours).
  + Specialty mushrooms (button mushrooms initially, later oyster, shiitake).
  + Competitive pricing & convenience with online ordering.

## 2. **Target Market**

* **Primary Customers:**
  + Urban households (working professionals, health-conscious families).
  + Restaurants, caterers, and small hotels (bulk mushroom & vegetable demand).
* **Secondary Customers:** Local grocery shops who need quick restocking.

## 3. **Revenue Model**

* **Retail Sales (Online Store/App).**
* **Subscription Boxes:** Weekly/monthly vegetable & mushroom basket delivered.
* **B2B Contracts:** Supplying mushrooms to hotels/restaurants.
* **Premium Add-ons:** Organic veggies, exotic mushrooms.

## 4. **Operations Plan**

### a) **Procurement**

* Source vegetables from local farmers & wholesale mandis.
* Button mushrooms: Setup a **small cultivation unit** or tie-up with mushroom growers.

### b) **Storage & Logistics**

* Cold storage for mushrooms (they spoil fast).
* Sorting, cleaning, eco-friendly packaging.
* Delivery fleet: Tie-up with local delivery boys / 3rd party logistics.

### c) **Order Fulfillment**

* Orders received online → packed in crates/bags → delivered same-day or next morning.

## 5. **Technology & IT (Your Role 💻)**

* **E-commerce Website + Mobile App**
  + Tech Stack: WordPress + WooCommerce (fast setup) OR Shopify OR custom app later.
  + Features:
    - Product catalog (veggies, mushrooms, seasonal specials).
    - Search & filter (price, category).
    - Secure payments (UPI, cards, COD).
    - Subscription module (auto weekly orders).
    - Delivery tracking.
* **Backend & Data Handling**
  + Inventory management system (Excel/ERP).
  + Customer database & analytics.
  + WhatsApp integration for order notifications.
* **Digital Marketing**
  + Website SEO: “Buy Fresh Mushrooms Online in [Your City]”.
  + Social Media (Instagram, Facebook, WhatsApp Business).
  + Ads: Google Ads & local Facebook targeting.
  + Customer retention: Email & WhatsApp offers.

## 6. **Marketing Plan**

* **Launch Offer:** First 50 customers get discount/free delivery.
* **Referral Program:** "Refer a friend, get ₹50 off."
* **WhatsApp Groups:** Daily/weekly stock list.
* **Tie-ups:** Partner with nutritionists & fitness trainers for promotion.
* **Packaging Branding:** Printed eco-friendly bags with your store name.

## 7. **Financial Plan (Small-Scale Example)**

### Initial Setup Costs:

* Website & App: ₹50,000 – ₹1,00,000 (if outsourced, cheaper if you build).
* Cold Storage (small unit): ₹1.5–2 lakh.
* Packaging material: ₹10,000.
* Mushrooms Cultivation Unit (if in-house): ₹1–2 lakh.
* Initial Marketing: ₹20,000.  
  **Estimated Total: ₹3–4 lakh** (scalable).

### Revenue Projections:

* **Retail:** Avg order ₹300 × 30 orders/day = ₹9,000/day ≈ ₹2.7 lakh/month.
* **B2B Mushrooms:** 100 kg/month × ₹150/kg = ₹15,000.
* **Subscriptions:** 100 families × ₹2,000/month = ₹2 lakh/month.

Total Potential: ₹4–5 lakh/month (after 6–12 months).

## 8. **Scaling Plan**

1. Start local (one city/area).
2. Expand mushroom production (higher margins).
3. Add exotic/organic veggies.
4. Launch your own delivery app.
5. Expand to multiple cities.